



Utah Governor's Office *of* Economic Development

Exporting Basics: Seminar 3

March 24, 2010

a) Finding qualified buyers: Jeff Hamilton

b) Joint ventures and Technology Licensing: Stephen Davis



BUSINESS RESOURCE CENTERS ■ CAPITAL FORMATION ■ CENTERS OF EXCELLENCE ■ CORPORATE INCENTIVES UTAH ■ UTAH FILM COMMISSION ■ INTERNATIONAL DEVELOPMENT OFFICE ■ OFFICE OF CONSUMER HEALTH SERVICES ■ PROCUREMENT ASSISTANCE ■ OFFICE OF RURAL DEVELOPMENT ■ STATE SCIENCE ADVISOR ■ UTAH OFFICE OF TOURISM



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Finding Qualified Buyers: USDOC



U.S. Commercial Service

Gold Key Service, \$700

- Pre-screened appointments arranged before you go overseas
- Appointments with potential overseas agents, distributors, sales representatives and business partners
- Customized market and industry briefings with our trade specialists
- Timely and relevant market research
- Post-meeting debriefing with our trade specialists and assistance in developing appropriate follow-up strategies
- Help with travel, accommodations, and interpreter service (if needed)



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U.S. Commercial Service

INTERNATIONAL PARTNER SEARCH (IPS), \$550

- IPS is a personalized, overseas search for interested and qualified representatives in specific countries on behalf of a U. S. company.
- A report containing information about companies in country who have personally examined the U. S. firm's literature and have expressed interest in a possible relationship.
- An IPS report contains:
 1. Names and addresses (including e-mail and/or website addresses) of prospective overseas companies or representatives;
 2. Name, title, and contact information of the key personnel at each overseas company;
 3. Basic marketing information, such as the size of the company and the number of years in business.
 4. Their level of interest in working with the U.S. company.



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U.S. Commercial Service

U.S. Trade Shows

- The International Buyer Program recruits thousands of qualified foreign buyers, sales representatives, and business partners to U.S. trade shows each year
- Approximately 35 trade shows a year
- As an exhibitor, your company is listed in the Export Interest Directory and distributed to all international buyers
- Access to current international trade leads in your industry
- Hands-on export counseling, marketing analysis, and matchmaking services by country and industry experts from the U.S. Commercial Service
- Use of an on-site International Business Center, where your company can meet privately with prospective international buyers



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U.S. Commercial Service: Trade Leads

The Trade Americas Trade Leads Database contains pre-screened, time-sensitive leads and foreign government tenders gathered through U.S. Commercial Service offices around the region.

http://www.buyusa.gov/tradeamericas/trade_leads.html

– Examples:

- The Export-Import Bank of the United States (Ex-Im Bank) announced approval of a \$1 billion preliminary commitment (PC) to help finance the sale of goods and services from various U.S. exporters to Ecopetrol S.A., **Colombia's national oil company**. Ecopetrol will have the opportunity to request conversion of the PC into final transactions for medium- and long-term loans and guarantees during the next two years as it identifies potential U.S. exporters for its projects.
- The **Panama Canal Expansion** is one the largest and most ambitious projects in the region. It will entail tremendous commercial opportunities for U.S. firms, including maritime equipment; construction equipment; heavy machinery; dredging equipment and services; and engineering and architectural services.
- **FIFA World Cup in 2014** creates new opportunities for U.S. companies in **Brazil**. The Brazilian government has pledged billions of dollars to improve the urban transit system in the twelve host cities. A major part of this investment will include integrated bus corridors, subway lines, and light rail systems. U.S. companies will be competitive in providing goods and services related to traffic control, safety, maintenance, and a broad range of wireless and wire line communications-based information and electronics technologies.



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COMMERCIAL NEWS USA (CNUSA)

<http://www.thinkglobal.us/>

- Our export marketing magazine advertises your product or service worldwide.
- CNUSA will publish a description and photograph of your product or service, in addition to your company's contact information.
- CNUSA reaches 400,000 readers worldwide. Inquiries go directly to the advertiser, allowing for prompt follow-up and sales.



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U.S. Commercial Service

International Company Profile, \$600

- Business Size and Sales
- Background and Product Information
- References
- Financial Data and Credit Worthiness
- Reputation
- Market Information and Outlook
- CS Evaluation
- Additional Information
- Delivery time approximately four weeks



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U.S. Commercial Service

Other Services Provided

- Export counseling
- Market research
- Guidance on regulatory issues
- Guidance on export controls
- Seminars
- Export finance counseling



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Other Resources

- State Trade Representatives
- Other Utah organizations (World Trade Center, World Trade Association, District Export Council)
- Trade Associations
- Export Financing
 - U.S. Export-Import Bank, Small Business Administration, Commercial Banks
- Personal and Business Networks



Future Seminar Topics

Seminar #4: April 21

- Operational Considerations for exporting your product.
- Exporting Services

Seminar #5: May 19

- International Legal Considerations
- E-tools for SMEs

Seminar #6: June 23

- Shipping your product
- Pricing, Quotations and Terms



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Contact Us
Commercial Service Utah
Export Assistance Center
9690 S. 300 W., Suite 201D
Sandy, UT 84070
Tel: 801/255-1871

Email: David.Fiscus@trade.gov
Jeff.hamilton@trade.gov
<http://www.buyusa.gov/utah/>
<http://www.export.gov/>



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